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Photo below: copyright: Harpo Productions, Inc



Ex-Macquarie Radio exec launches crowd sourced news

Former Maquarie Radio senior executive Angela Clark has launched www.EveryMap.com.au - a site where Australians can share public information on a free, open and transparent platform. Like Wikileaks, EveryMap believes that by sharing information in the digital world, change is possible in the real one.

Unlike Wikileaks, the focus of EveryMap is local news and happenings, not international politics, though the principle of anonymity still applies, allowing people to share important information confidentially.

“If you want change in your suburb, whinging is pointless and apathy is surrender, so we are encouraging people to collaborate, because we know that there is power in transparent and recorded collaboration,” said Clark

Through the power of collective and collated information, locals can make a difference on issues ranging from potholes and graffiti to neighbourhood crime, road trouble spots to pedestrian death traps, garage sales and community protests.

EveryMap reports are displayed visually using Goggle Maps, making it easy to explore selected regions or streets by time and category of interest. Because all reports are mapped clustering of issues, like crime prone streets, are readily identifiable. The site combines official sources of information and crowd sourced information, and displays information on the credibility of sources.

Local councils and councillors are already using EveryMap to receive instant alerts from the community.

“The community holds 100% of all the valuable information. But the information is dispersed among thousands of citizens. When we lived in small communities, this wasn’t a problem. We regularly meet and socialised together, at Church, in the market or town square. But as our town grew, we lost access to this de-centralised “treasure trove” of history, events & opinion and we outsourced communication of community information to media organisations. The only problem is, much of what we still want to know isn’t “news-worthy” and therefore isn’t covered by local media,” said Clark.

EveryMap users can submit reports in-situ as they observe a situation by using SMS or Twitter (#EveryMap), sending an email to info@everymap.com.au or they can submit a report on www.everymap.com.au Multiple photos, video & weblinks can be included in a report.

Locals receive instant alerts when new information is posted in the area. Alerts can be set for 1km, 5km, 10km or even 100km radius and send direct to your inbox or as an SMS.

EveryMap uses the Ushahidi platform, first developed in Africa to help map & share reports of post election violence in Kenya in 2008. Since then it has been used by organisations ranging from not-for-profits and charities in crisis situations like aftermath of the Haiti earthquake to media organisation like Al-Jareera, BBC , Guardian and the Washington Post.

EveryMap is the first Australian Ushahidi development to go live and one of the first to use to apply the principles of crowd sourced information to a broad range of localised issues.

Angela was previously Chief Executive Officer of Macquarie Radio from May 2004 until February 2009. Prior to joining Macquarie Radio Network Limited, Angela was Managing Director of JCDecaux Australia Pty Limited for over six years. She is also a Director of South Sydney Football Club, Bundanon Trust and Biennale of Sydney Limited.



Editorial: Goodbye Big Ad, Hello Big PR Event

Is Tourism Australia's sponsorship of Oprah's Australian Adventure the beginning of the end for the traditional big budget TV-focused advertising campaigns? Probably. With more channels to watch and more TiVo devices (aka iQ for Foxtel people) that offer "ad-skipping", tourism marketing folks are increasingly worried about the ROI for their ad campaigns.

Is the Oprah sponsorship really about promoting Australia with event driven PR? Whilst it's never clear-cut, and TA won't reveal their marketing and PR strategy, it's clear the Oprah campaign is a new approach to marketing Australia (Australia being TA's "product").

First of all, why Oprah? Oprah appeals to women, and mostly women aged 25-55. This category of hard to reach females are the key decision makers for the big ticket items, like family holidays (and other big purchase decisions; think car, house, school etc). Oprah reaches these women like no other media, or individual, can.

Oprah's audience love her; if Oprah says "read this book", her audience will go and buy it; the book becomes a best-seller. If Oprah says you should look at Australia for a holiday, they will.

Other lessons from Oprah? The advertising is now in the show in the form of "product placement" and "sponsorship". Oprah's show is divided into sections, like bite-sized magazine articles. This is done to allow the syndicated TV channels that buy the show to insert their (local) advertising. However, the content for many of Oprah's show segments is driven by, and paid for, by corporate sponsorship. Motorola gives Oprah and her "ultimate viewers" (the name given to the fans travelling with her) a phone, Telstra gives them all SIM cards and support; Motorola and Telstra get a special mention and thank you. Another segment of the Australian program shows Microsoft handing out HP laptops to a group of public school kids; it's a great visual with kids jumping up and down, and smiling attractive Microsoft people in bright polo shirts handing out gadgets (ok, maybe some good looking people Microsoft hired for the day).

Oprah offers Product Placement Plus. Both of Oprah's live shows in Sydney offered guests a free gift. The morning show offered a necklace and pearl, the afternoon offered a necklace with a diamond. Oprah gets excited about the gift, the crowd goes wild... but wait... guests don't get the gift there and then.

What's in it for the sponsors? To get your Oprah gift (pearl or diamond) you need to call a number and register your details. This is because the gift will be delivered to you, safely. It also means that KALLIS Jewellery (pearl gift maker) and Rio Tinto (makers of Argyle diamond gift) get to build a huge, targeted, and very valuable database. The database is then used for further direct marketing campaigns.

For sponsors, Oprah has created a powerful program offering in-program advertising/product placement, the ability to create a targeted database that can be turned into a sales machine, and a global fan club of word-of-mouth advocates.

Oprah's Australian Adventure: which PR agencies pitched?

Five agencies pitched for the Oprah account. Various sources The PR Report spoke to said the following 5 PR agencies pitched for the Oprah/Harpo account: EckFactor/Momentum2, Pulse (owned by Ogilvy PR), ZING, Lantern Group and one other, with EckFactor/Momentum2 appointed as winner.

The winners are a partnership of two agencies - Karen Eck of Eck Factor, and Kim McKay of Momentum2 (picture below). The PR Report spoke to Karen and Kim about the project, the challenges of managing the level of enquiries/calls, and their favourite Oprah moment...

Oprah: best PR job in the world

In the December issue of The PR Report, we called the Oprah account “the best PR job in the world” – in this issue The PR Report asks Kim McKay (right in photo, Karen on left) to describe the PR brief and their experiences of managing the challenges of such a complicated project, and of course the ultimate question, what’s Oprah really like?



Q: What was the PR brief?

A: Harpo provided our agencies with a detailed brief. The brief specified that we needed to have extensive experience in entertainment publicity, event experience and high level stakeholder/government relationships and experience at dealing with these organisations. By collaborating we felt we were a very strong offering and were certainly able to tick all of these boxes.

Q: What is the overall cost of the sponsorship?

A: TA and Qantas along with the State Government Tourism Offices/SOH have publicly said they spent \$5m. At the media conference on 14th December, Harpo announced that it had spent \$7m including the amounts contributed by its ‘in show’ sponsors (like Microsoft, HP, Amex, Motorola and Telstra). This \$7m also included their production spend making the shows – they brought 200 Harpo crew/staff with them and employed another 200 local staff (including us). If you look at the shows, you’ll see that Microsoft/HP contributed \$1m in laptops and software to Canterbury Boys High School; and \$250,000 was provided by Microsoft (x-box) for Kristian and Rachel Anderson (Kristian is battling cancer).



Q: How did the media relations activity go?

A: Given we had over 400 accredited media involved, it went pretty well! It was interesting to see the media become ‘detectives’ trying to work out Oprah’s personal movements which we would not disclose. There were also leaks from organisations which should not have leaked!!

From Karen’s perspective she especially enjoyed being the point person on Hamilton Island with the nation’s media trying to secure every means possible to reach there for Oprah’s secret arrival....Karen saw Oprah fall in love with Elvis the koala – the first iconic image generated on the tour. I was the point person at Uluru – a destination that was only put officially on Oprah’s schedule the day prior...she literally gathered the media at Ayres Rock airport and told them to ‘wait for 10 minutes’ while she formulated the plan with the Harpo producers and National Parks and Tourism Australia teams.



I then wrangled the media at the best viewing/photographic vantage point at Uluru and arranged for Oprah and her Ultimate Audience to arrive – generating the second iconic image which went around the world.

The media conference on stage at the Sydney Opera House had been described as a 'White House style event' with some 150 accredited media who were hand-picked to attend – Kim had the thrill of her life MC'ing the media conference while Karen managed the entire press contingent on location.

(Photo of Kim MC'ing the media conference, right)



Q: Your favourite Oprah moment?

A: Our favourite moment was both of us dancing with Oprah at the welcome party at the Botanic Gardens Event.

The three of us were front and centre dancing to Guy Sebastian. His international career will undoubtedly take off because of this event.....however, our dancing careers will remain limited!! This moment has been captured on You Tube and was repeated again at the wrap party a few night's later at the Argyle in the Rocks!

Seriously, Oprah is how she appears – she is authentic, true to herself and her message and is very generous of spirit. Many media personalities could learn a lot from her.

We were honoured to work on this project and made a lot of friends – we especially admire the Tourism Australia, Qantas and NSW Government teams who are truly world-class as well as the Harpo Communications team who were a great client and treated us as an extension of their team.

The fun is not over as we're continuing to work through to the end of January with Channel 10, Harpo's broadcast partner, on the 'tune-in' promotion for the four Oprah shows featuring Australia.

Australian Ballet creates strategic PR position

After two years as Media Relations Manager for The Australian Ballet, Kitty Walker is moving into a new role with the company as Director of Strategic Communications.

Nicole Lovelock, previously holding the role of Publicist, will be taking on the role of Media Relations Manager and Eli Wallis has been appointed to fill her role in January. Bradley Grimshaw remains a key point of contact as the Media Relations Coordinator.

Photo, right: From Left to Right: Bradley Grimshaw, Nicole Lovelock, Felicity Howell and Kitty Walker. Photo by J.McShane.



Communikate et al win 4 new accounts

Fast growing communications agency, komunikate et al, has won 4 new accounts; Australia's largest grid-connect solar panel provider, Solar Shop Australia, recruitment firm Extrastaff, construction services company McMahon Services and commercial landscaping company, GLG GreenLife Group.

komunikate et al's marketing and communications expertise has also been called upon by a broad range of South Australian-based organisations such as Adelaide Casino, Deadline, Barkuma Inc, City of Tea Tree Gully, Jacobs Creek Visitor Centre and Sound Diagnostic Radiology.

Starlight Children's Foundation will also once again be utilising the skills of komunikate et al to manage its campaign for the state's first ever Starlight Express Room at the Women's and Children's Hospital, due to open in 2011.

Photo: Managing Director Kate Hannemann is at the front, second from right

komunikate et al is has a staff of 16, representing clients across more than a dozen different sectors from professional services, retail, finance, tourism, the arts and not-for-profit.



Briefly

UK: Mandelson to launch PR agency

<http://tinyurl.com/39zrn3w>

Story from PR Week UK: Mandelson links up with WPP to launch Global Counsel

Hill & Knowlton global CEO Paul Taaffe quits

<http://tinyurl.com/4u6yqo5>

[Swedish government issues guidelines for social media](#)

The Swedish government is in the process of drawing up clear guidelines for **how government agencies should behave with regard to social media**. Article from Buzz Numbers

COMO Hotels and Resorts chooses LEWIS PR

Global lifestyle hotel brand COMO Hotels and Resorts has selected LEWIS PR to help build its brand in the UK, Europe and Asia, which includes Australia.

COMO Hotels and Resorts, headquartered in Singapore, is a sister company to luxury fashion retailer Club 21. COMO Hotels and Resorts includes urban hotels, island resorts, adventure retreats, and wellness resorts at locations such as Parrot Cay in Turks & Caicos, Cocoa Island in The Maldives, the COMO Shambhala in Bali and the Halkin Hotel in London.

LEWIS has 32 offices around the world and will be working with COMO in the UK, France, Germany, Italy, Russia, UAE, Hong Kong, China, Singapore, India, Japan and Australia. The LEWIS team will be focusing on corporate, consumer and social media communications.

Marketing Elements help White Ribbon Day to #2 on Twitter worldwide

Marketing Elements team from L-R: Cecelia Haddad (Director), Rebecca Collins (Senior Account Manager); Penny Rose (Senior Account Manager); Kimberly Newman (Senior Account Manager); Gena Yeomans (Office Manager).

White Ribbon Day the international day that aims to end violence against women by encouraging men and boys to take positive action to create change.

In collaboration with former CEO of Saatchi & Saatchi, Simone Bartley, PR agency Marketing Elements and violence prevention foundation White Ribbon Australia, the November 25 White Ribbon 'I Swear' campaign for 2010 resulted in a windfall in public awareness raising.

In an environment where charity days overload the public space, White Ribbon Australia have succeeded in cutting through media cynicism by securing unique support from over a thousand White Ribbon Ambassadors across the country, including hundreds of high profile men, and effectively leveraging their support to generate significant publicity and advertising across traditional media outlets, as well as via social media channels.



On Twitter alone this White Ribbon Day, Nov 25, White Ribbon was ranked #2 worldwide. Second only to Black Friday, which was a sponsored advertiser. They also reached the Top 10 trends on Twitter with "I Swear" and "My Oath", placing @WhiteRibbonAust in the 97.1st percentile of Twitter users globally.

On November 25, 405 tweets were sent out by @WhiteRibbonAust; generating conversation and responding to tweets. Twitter involvement among famous faces and media outlets such as Kevin Rudd, Clover Moore, Kate Ellis, Matt Moran, Megan Gale, Eddie McGuire, Rove, Channel 7 and The Australian, also inspired significant re-tweeting.

Activity also took place on White Ribbon's Facebook profile. On White Ribbon Day, there were over 3,500 active users on the main White Ribbon Facebook page alone. In total, White Ribbon have almost 12,000 individuals linked to their three Facebook pages. This grew from 3,000 in only 3 months in the lead up to the day. On White Ribbon Day, the main Facebook page was viewed over 11,500 times.

The well integrated campaign and messages also saturated the traditional media in radio, TV and print with 800 media clippings secured over the campaign in November, up from 500 in 2009, which is a great success. Even the Prime Minister and the Opposition Leader hosted a White Ribbon Day 'Swearing Ceremony' on White Ribbon Day, featuring on the pages of print media like The Australian and major TV news reports.

For more information on White Ribbon visit www.whiteribbon.org.au and www.myoath.com.au

BACKGROUND ON STRATEGY AND TWITTER TIPS

1. Marketing Elements PR role was to generate media and community endorsement, leveraging celebrities and the groundswell of local support to create even greater interest. Marketing Elements worked closely with the White Ribbon Marketing team to devise the PR strategy, incorporating social media and Twitter as a major focus due to the opportunity it offers to extend the message reach quickly. White Ribbon Day is an awareness raising campaign and Twitter facilitates this perfectly as it's a powerful tool to empower meaningful conversation with those leading the cause and among those wanting to be part of the movement for change.

2. White Ribbon Day's Twitter success had much to do with the personal touch. By tracking #WhitRibbonAust and other related hash tags in the lead up to and on the day, every single person who tweeted on the issue was responded to with a personal message specific to their tweet. Hundreds and hundreds of tweets were responded to on the day itself, resulting in much re-tweeting.
3. In the lead up to the day, we also rallied together near a thousand White Ribbon ambassadors, including well known supporters, providing ideas on how to get involved using social media. Tips on what to tweet were offered. Kevin Rudd stirred the pot acting on this advice when he tweeted "I like to Swear". It inspired much conversation and soon he put into context the importance of his remark.

Banks' reputation suffers in 'annus horribilus'

By Patrick Southam*

From a reputation perspective, it's clear 2010 was an "annus horribilus" for our major Australian banks. The year started badly with Commonwealth Bank's CEO admitting to "shortcomings" in its dealings with thousands of customers affected by the \$3 billion collapse of Storm Financial, and stumping up with a compensation package.

By mid-year it got worse with the launch of the biggest class action in Australian corporate history against 10 banks, alleging they have systematically overcharged millions of customers about \$5 billion in penalty and late fees.

And the year ended disastrously with major outrage at the record profits made by the banks and their CEOs, the Treasurer and banks trading insults over the much criticized 'out of cycle' interest rate increases which prompted a political backlash in the form of a new banking reform package. This was ostensibly to enhance "vigorous competition" in the banking sector, but in reality it was a political ploy designed to slap down the big banks and placate mortgage belt voters. It couldn't get much worse for our much maligned banks.



Options for 2011

So, how should the banks respond in 2011 to recover to begin salvaging their battered reputations after a disastrous year?

It's a huge task, but as a former corporate affairs and media manager who has worked for two of the big 4 banks, I offer the following observations/suggestions:

- Don't treat your customers like mugs by investing in expensive touchy-feely brand positioning campaigns if you're unwilling to deliver on the promise when it really matters. For example, the current brand campaigns for NAB and Comm Bank trumpet "More give, less take" and "Determined to be different" respectively. But the outrage over the recent out of cycle rate hikes reinforced what customers always knew - the banks will (rightly) place their profits and shareholders' interests above theirs. After all, as Comm Bank's CEO Ralph Norris reminded us, "It's not my job to be popular." Australian consumers are savvy and cynical, and they will judge a corporation very harshly when its stated brand positioning is so at odds with its actions – including the CEO's public utterances.
- Definitely avoid making unpopular announcements on a national day of celebration to avoid scrutiny. Comm Bank's decision to increase interest rates by almost twofold on Melbourne Cup Day (the equivalent of 5pm Friday afternoon) was just plain dumb AND sneaky. Comm Bank was justifiably panned for treating its customers with contempt. The banks need to be more willing to engage and explain their unpopular decisions publicly – and rely less on the bankers' association

- In 2011 the banks should recalibrate their argument justifying future out of cycle rate hikes. It's tough to sell the story that your cost of offshore funds is rising faster than the RBA's official rate rises when bank profits (and CEO pay packets) are at record levels on the back of a government guarantee. Even if it's true, it doesn't wash with the punters or the pollies.
- The banks need to front foot the issues more proactively and highlight their track records as a well run industry that is vital to Australia's ongoing prosperity. Love them or hate them, our banks are well-regulated, well capitalised, are very well managed, and employ tens of thousands of Australians.

Our banks spend a lot of time and money on managing reputation, but it's time to adopt a different approach in the current environment.

Patrick Southam, is a Principal at Gell Southam Group, an independent corporate communications and strategy firm based in Sydney.

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Jackson Wells launch former Minister's book on NSW Labor politics

Former NSW Minister Rodney Cavalier certainly has a way with words; when Rodney takes aim, he doesn't miss. The reputation he developed during his time as NSW Minister for Education has been sustained by a literary output that helped Jackson Wells promote his new book.

Alex Charlwood, an Associate at Sydney based PR agency Jackson Wells, talks about the recent media relations campaign for the book. [Editor's note: the publishers have kindly offered a free copy to The PR Report for the monthly lucky prize draw]

Power Crisis - up and running in the literary jungle

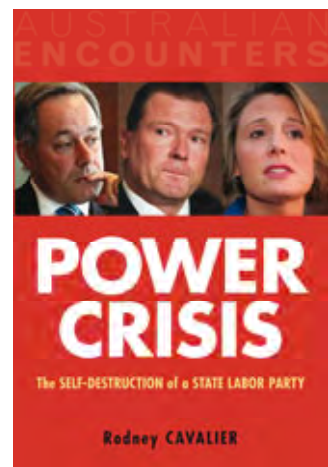
Labor Party historian and former NSW Education Minister, Rodney Cavalier, was once described by a left-wing Teachers Federation official as "the rudest, most pugnacious individual to hold office."

Rodney came to us asking for help promoting the book, *Power Crisis: The Self-Destruction of a State Labor Party*. We offered our services pro-bono and hit the pitch running.

Power Crisis tells – as its centrepiece - the dramatic story of the falls of the lemma and Rees (NSW) governments set against the complex and intriguing background of the wider collapse of the NSW ALP.

Never holding back, *Power Crisis* positions Labor within a well researched historical context. Rodney laments the rise of the professional politician, detached from the people and reliant for a sense of direction on focus groups not the broader community. The book is comprehensive, pointed and an uncomfortable truth for members of the NSW ALP.

In his radio and television interviews Rodney was sharp, focused and ruthless in his analysis. Some people mistook this biting criticism as an attack from a fleeing party member, but it came from a deep passion for the party.



We developed and disseminated media teasers, media releases and column items; and organised book reviews and radio, TV and press interviews as well as publishable extracts.

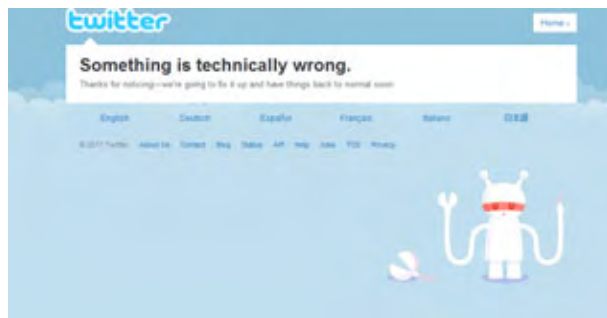
Rodney is a polished media performer and handled interviews with great panache and often daring.

The launch at the Sydney Cricket Ground (where Rodney is chairman) was a huge success. Over 250 people attended: former Test cricketers, print journalists, TV crews, radio presenters, unionists, ALP members, former NSW Premiers and a few Liberals mixed in for purposes of anthropology.

Senator John Faulkner launched the book and was no less critical than Rodney, although it was far more difficult to extract a juicy quote or a headline from a speech that wanted to make a point without creating a tidal wave.

Power Crisis is into its second reprint charging along nicely.

Twitter: free, useful but not 100% reliable



My Intern Experience: From Timetables to Timesheets

This month's Intern article is from Eva Yao, who interned at Sefiani Communications; this is her story.

Sefiani has a long tradition of taking on interns and many of these interns have gone on to lead long and successful careers here. In fact, a fifth of our current staff began their time at the firm as interns.

I began my internship at Sefiani in my final semester at the University of New South Wales, at their brand spanking new offices in the heart of Sydney's CBD. We have some awesome resident lobby baristas and a set of whiz-bang smart lifts which will take you for a ride (both literally and metaphorically) if care is not taken.

The team at Sefiani is a globetrotting and international bunch. Between the 16 of us, we have worked in cities spanning the globe and have enough travel experience under our belts to give the editors at Lonely Planet a run for their money.



From day one, I was made to feel like a part of the team, included in all activities and had the opportunity to work across all accounts. I was given independence, responsibility and ownership over the tasks I was doing, all the while assured with the knowledge that support, if ever needed, was only an extension line away.

During my 6-month internship at Sefiani, I was encouraged to challenge myself across all functions that define a dynamic career in communications. Along with my share of admin duties, Sefiani ensured that I was also given ample experience in media relations, research, compilation of media reports and drafting of media releases. I regularly attended creative brainstorm sessions, chaired a staff meeting, assisted with preparing client presentations and had an attempt at constructing my own communications plan. The inclusive culture does not end there as I was also invited along to the annual

Team Conference, given the opportunity to attend client meetings as well as the chance to witness first-hand the workings at a launch event.

Needless to say, I've been kept busy these past months and the knowledge and expertise that have been imparted on me during this time have been nothing short of eye-opening. Sefiani has been a fundamental stepping stone in helping me make the transition from timetables to timesheets; supportive leadership and fantastic colleagues made this process much easier (Happy Hour on a Friday didn't hurt either).

I have thoroughly enjoyed my time here and luckily the feeling has been mutual – as my internship draws to an end, I was offered a permanent position for 2011 and it definitely goes without saying that I was absolutely thrilled. So like the many interns that have gone before me, here's hoping for a fruitful and exciting career in PR, and at Sefiani!

Send us your intern story for The PR Report !

Editor's note: Thank you Eva, best wishes for your future career in PR!

We try to profile one or two intern stories per issue... We have an intern story for the February issue, so we're looking for an intern story for March 2011. The idea for the intern story is for the intern to write up their experiences and share them with the PR community. We welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs. Please email glen@theprreport.com



Cartoons: page 21



Gillard announces changes to public service executive

Prime Minister Gillard announced several significant appointments to the Commonwealth Public Service.

- Dr Ken Henry will be succeeded by Dr Martin Parkinson as Secretary of the Treasury, to take effect from 7 March 2011.
- Dr Jeff Harmer AO, Secretary of the Department of Families, Housing, Community Service and Indigenous Affairs will retire from the public service next year. His replacement will be Mr Finn Pratt PSM, who was Secretary of the Department of Human Services.
- Ms Kathryn Campbell CSC will be appointed Secretary of the Department of Human Services.
- Mr Blair Comley will replace Martin Parkinson as Secretary of the Department of Climate Change.
- Glenys Beauchamp PSM is confirmed as the Secretary of the Department of Regional Australia, Regional Development and Local Government since holding the roll as Acting Secretary since September 2010.

Full details of all new appointments at Hawker Britton website: <http://tinyurl.com/27i9gb7>

Voiceless ramps up lobbying campaign with UTS

THINKK, the Voiceless funded “think tank for kangaroos” based at the University of Technology Sydney has released two reports examining the killing of kangaroos in Australia. Voiceless is an animal rights charity and lobby group funded by the Sydney based Sherman family. The Sherman’s recently were on the receiving end of adverse publicity for their donation to the [University of NSW](#).

The reports, titled “Advocating kangaroo meat: towards ecological benefit or plunder?” and “Shooting our wildlife: An analysis of the law and policy governing the killing of kangaroos”, conclude that “increased consumption of kangaroo meat by humans is likely to place kangaroo populations at risk” and “State governments once treated kangaroos as agricultural pests yet today they are treated as a resource”

You can download the reports here:

<http://www.voiceless.org.au/About Us/Misc/THINKK the think tank for kangaroos.html>

For additional information about THINKK <http://thinkkangaroos.uts.edu.au>

Edelman win Sanofi-aventis Nature’s Own account

Following a three-way competitive pitch, Edelman has been appointed as the public relations agency of record for Nature’s Own – the largest nutraceutical brand for sanofi-aventis Consumer Healthcare.

The appointment will see Edelman work alongside Nature’s Own creative and media agencies to implement an integrated communications campaign in 2011. The program will have a strong digital and social media component and will also include media relations and trade partner engagement.

Edelman Sydney hire senior staff

In response to recent new business wins, including Samsung and Wrigley, Edelman Sydney has made a series of new appointments including Grant Thomas to director of technology and Kate Ferguson to associate director of the corporate and issues management group.

Grant Thomas, former PR Manager for Yahoo! UK & Ireland, will be responsible for leading the agency’s technology practice which includes the newly-won Samsung Australia account, PayPal, LinkedIn and Autodesk, amongst others.

Grant has over ten years experience spanning the technology, internet and corporate sectors. Whilst at Yahoo! UK & Ireland he was responsible for the strategy, implementation and European coordination of the internet giant’s advertiser and publisher PR program.

Kate Ferguson, previously part of Edelman’s New York-based corporate and public affairs department, joins Edelman Sydney. Kate will oversee strategic communications campaigns for Edelman’s corporate clients as the company expands its offer in the Australian market. She will also lead Edelman’s work for Wrigley including corporate and issues management, oral health projects and all efforts for Extra Professional.

Kate transferred from Edelman New York where she spent nearly eight years implementing integrated communications programs for clients ranging from Fortune 500 companies to governments, academic institutions and nonprofits. For the past two years, Kate has led a global team working with PepsiCo to develop a communications strategy to improve corporate reputation and educate stakeholders about Performance with Purpose, PepsiCo’s corporate social responsibility platform.

Facebook, Twitter used to embarrass football players

An Australian female used Facebook and Twitter to publish embarrassing photos of two AFL football players, without their permission. The woman received court orders to cease publication, but simply switched to other social networks, causing much heartache for the players and AFL club involved. Ben Wise, online reporter from 3AW sums up the story here:

<http://tinyurl.com/3xr8jvf>

Weber Shandwick win NBN account

The Department of Broadband, Communications and the Digital Economy has appointed Weber Shandwick to develop and implement an NBN-enabled digital economy communication strategy.

“The Department was impressed by Weber Shandwick’s vision for engaging Australians in a shared experience of the NBN. We are confident in their ability to develop a communications strategy that will help Australian households, local communities, businesses and government agencies better understand the steps they need to take to secure the benefits of the NBN,” said Abul Rizvi, Deputy Secretary, Department of Broadband, Communications and the Digital Economy.

Ian Rumsby, Chairman of Weber Shandwick Australia, said the agency’s breadth of skills and deep experience in large-scale strategic communications made it a good fit for the Department’s needs: “We are delighted at the opportunity to play a part in communicating how to take advantage of the benefits of the NBN. It is an initiative that brings enormous potential to Australians everywhere and we look forward to our role in bringing that potential to life.”

Weber Shandwick was appointed through a competitive tender process. The agency will undertake its communications programming effective immediately.

Boost your PR performance with these free PR tools

Article by Leila Henderson of NewsMaker (www.newsmaker.com.au)

Here are some of the impressive and **free PR tools** we’ve come across at NewsMaker during our net adventures... These tools are “**freemium**”, meaning they typically have a paid enterprise version.

1. **Amplify** – this is a new service that lets you distribute content to all your social networks from one interface (incidentally, NewsMaker only shares manually as we want to make sure the right messages are delivered to the right place on your behalf).
 2. **Compete** – measure your performance in terms of hits and popularity, against your rivals.
 3. **Addictomatic**– introduced to me by the media-savvy Gerry McCusker, this is a tool that reveals what’s been said about your brand, all in one screen, in virtual real time.
 4. **Social Mention** – one of my favourites, allows you track any brand or name and have measurement of its “strength, sentiment, passion and reach” – as the name implies, it includes mentions in social media.
 5. **Alexa** – this is not a new tool but it certainly is one of the fastest and more reliable ways to measure your ranking against websites in your region and across the whole world wide web. It also shows you the top keywords people used to find your pages.
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WPP buy Blue State Digital

WPP, the world's largest communications services group, and owner of PR agencies such as Hill & Knowlton and Burson-Marsteller, has bought Blue State Digital, the web services firm famous for their work on the 2008 "Obama for America" campaign.

Blue State Digital is a full-service digital agency specializing in advocacy, membership and fundraising campaigns for nonprofits, educational and cultural institutions, political campaigns and corporate brands. The company's annual revenue has grown in excess of 30% per year since its founding in 2004. BSD employs 130 people across its offices in Washington DC, Boston, New York, Los Angeles and London.

BSD was founded in 2004 and has helped over 250 clients inspire and engage people for fundraising, membership, and advocacy-oriented programs, raising over US\$800 million in contributions to date and generating tens of millions of online signups and actions. In recent years, the company's management has successfully applied their strategies to a diverse list of clients around the world including major non-profits, consumer brands, media properties and political causes.

BSD's proprietary technology offering, the BSD Online Tools (www.bsdttools.com), is a technology suite that integrates tools for fundraising, advocacy, social networking, constituency development, email marketing and content management through a unified easy to use interface. Along with technology services, BSD also provides comprehensive web design and development services and strategic communications consulting.

For more information www.bluestatedigital.com and www.bsdttools.com

Wallenius Wilhelmsen PR exec receives Achievement Award

Wallenius Wilhelmsen PR executive has been awarded a PR achievement award for his "outstanding" services to the industry by the UK-based Seahorse Club, a shipping and logistics association.

The "John Richman Lifetime Achievement Award" was given to Robert Minton-Taylor at the Seahorse Club Annual Media Awards in London to honour his 37 years of "dedication and professionalism" to the freight transport industry and his 43 years in journalism and public relations (PR). Shipping is crucial to the well-being of world trade as some 90% of world cargoes are transported by sea.

For the past 30 years, Mr Minton-Taylor has worked for Wallenius Wilhelmsen Logistics, a Scandinavian automotive logistics and shipping company where he was most recently the company's global media relations manager.

He now combines a role as an associate senior lecturer at Leeds Business School part of Leeds Metropolitan University in the United Kingdom with his communications consultancy practice, Minton-Taylor Consultancy, specialising in issues management and international media relations for the automotive, logistics and shipping industries.

Mr Minton-Taylor was most recently responsible for the media launch of the world's first concept ship, E/S Orcelle, which gained the prestigious "Thor Heyerdahl Award" from King Harold V of Norway, and in creating the shipping industry's premier environmental debating forum, The Environment Club.

Mr. Minton-Taylor has previously worked as head of promotional services for the ports and ferry operator, European Ferries (now known as P&O Ferries).



He began his career in 1967 as a magazine journalist and became a board director of the international consultancy, Burson-Marsteller where he worked as head of transport and travel working with clients in Europe, North America, Asia and Australia.

Pic: Robert Minton-Taylor receive the Seahorse Club "Lifetime Achievement Award" from Sue Terpilowski, founder and director of Image Line

Australia's biggest PR Disasters in 2010

The Qantas A380 engine blast has been named the worst Australian PR disaster of 2010, in the annual PR Disasters Awards by PR watchdog and blogsite PRdisasters.com.

The Canberra Raiders' 'dog s*x' scandal, the Commonwealth Bank's premium interest rate hike and the David Jones sexual assault case were just some of the diverse incidents to make the year's definitive list of PR gaffes. Celebrities Stephanie Rice, Matthew Newton and Lara Bingle also hit the headlines for the wrong reasons in 2010.

The Awards highlight the worst examples of business, celebrity, government, media and sports gaffes. For the very first time, the results have been processed to include PR disasters in both traditional and online media, including social media spaces.

Gerry McCusker of the PR Disasters blog, partnered with Bree Dwyer from online and social media monitoring agency Cyber Chatter to run, analyse and calculate Australia's biggest PR blunders, using world-leading Alterian SM2 technology.

To qualify as a PR disaster, the incident must catalyse sustained, negative media coverage for the brand, business or person at the centre of the story.

Australia's Top 10 PR Disasters for 2010 (biggest disaster first):

1. Qantas – A380 fleet consecutive engine issues and passenger delays
2. Commonwealth Bank - premium interest rate hikes
3. Labor Party - corporate backlash against the proposed 'super tax'
4. Melbourne Storm - salary cap scandal
5. Stephanie Rice - homophobic comments posted via Twitter
6. Canberra Raiders - Joel Monaghan 'dog s*x' photo
7. Virgin Blue – reservations and check-in system crash
8. Matthew Newton - after alleged assault of then partner Rachel Taylor in Italy
9. David Jones – CEO sexual assault scandal
10. Lara Bingle - media relations following split with Michael Clark

Gerry McCusker commented: "We're seeing that social media is an increasing influence in determining the impact and duration of PR disasters. As citizen media clearly aids commentary and sharing of bad news stories, it's essential to have strategies to cope with online sniping and gossip."

Bree Dwyer of Cyber Chatter added: "Using our online and social media tracking technology, we've looked at the amount of online conversations relating to these events and the tone of those conversations. This has allowed us to accurately gauge the impact of these PR disasters on the public perception of these brands."

Media coverage: most mentioned companies in 2010

As a way to double check the analysis and commentary from the PR Disasters blog, The PR Report asked Media Monitors to run it's tracking analysis over the Australian media – the results are below, confirming much of the article above.

By far the most mentioned company in the Australian media this year was Qantas, with a number of safety issues, the most prominent concerning engines on their new A380 Airbuses. Telstra was the second most discussed company of the year mainly owing to extensive debate over the National Broadband Network and the end of year splitting of the retail and wholesale parts of the business.

Organisation	Press	Radio	Television	Internet	Total
1.Qantas	15,113	72,243	140,730	36,737	264,823
2.Telstra	23,531	43,418	73,800	49,415	190,164
3.Facebook	27,270	43,361	60,984	58,267	189,882
4.Westpac	24,177	67,751	28,626	48,772	169,326
5.Toyota	22,796	24,566	62,155	46,872	156,389
6.BHP Billiton	23,618	39,094	43,354	47,598	153,664
7.Commonwealth Bank	20,534	55,620	27,187	43,121	146,462
8.Rio Tinto	17,694	39,655	42,296	37,157	136,802
9.BP	12,372	33,678	36,145	25,981	108,176
10.Twitter	14,634	22,871	39,371	30,731	107,607
11.ANZ	15,546	21,555	35,056	32,647	104,804
12.Woolworths	16,529	20,726	31,999	34,711	103,965
13.David Jones	11,118	19,154	41,480	23,348	95,100
14.Coles	13,113	19,128	22,913	27,537	82,691
15.Google	12,523	14,384	19,918	26,298	73,123
16.NAB	8,708	17,189	26,841	18,287	71,025
17.Vodafone	6,118	1,846	46,879	12,848	67,691
18.Westfield	12,694	3,598	22,198	26,657	65,147
19.Jetstar	4,257	10,986	38,552	8,940	62,735
20.Apple	7,393	14,694	22,819	15,525	60,431

The new media phenomena of the year was the continuing dominance of Facebook and the rapid rise of Twitter, with Google at 15 and Apple at 20.

Defending an interest rate hike above the rise handed down by the RBA saw Gail Kelly's bank Westpac in the headlines at the start of the year, with the Commonwealth Bank taking most of the heat when this happened again in November.

A new mining tax and on-again off-again merger talks had BHP Billiton and Rio Tinto front and centre, with Stern Hu's conviction adding to Rio's coverage significantly.

David Jones polled high as it lost it's CEO due to inappropriate behaviour. BP's appearance in the top ten would be a surprise to no-one after the Gulf of Mexico oil spill.

Media coverage shows different media love different stories

Although much of the web-based news is probably from print-media companies, the chart below gives PR people an idea of the issues that get media attention (data shows number of times issue mention in specific medium). Data from Media Monitors.

Issue in 2010	Press	Radio	Television	Internet	Total
	Federal Election campaign	37,432	226,003	168,280	81,259
Afghanistan	16,884	121,905	103,529	41,623	283,941
Asylum seekers	18,292	118,269	73,209	34,567	244,337
Climate change	15,301	119,129	62,128	37,221	233,779
Football World Cup	13,421	66,864	75,596	21,491	177,372
Mining Tax	15,388	76,917	56,170	22,597	171,072
Insulation program	5,998	81,822	36,855	11,326	136,001
Interest rates	7,461	51,551	48,760	14,005	121,777
Gulf oil spill	5,344	38,056	39,596	10,160	93,156
Tiger Woods	2,795	23,418	47,571	16,524	90,308

Christmas Party photos!

December is often called “the silly season” – the Christmas parties start in the first week, the media goes on holiday, men prepare to spend hours watching and discussing the cricket, others go on holiday. In this issue we offer you a snapshot of how the PR industry celebrated the festive season; perhaps a guide to which agency you’d like to work for in the future?

Klick Communications Christmas Party: Angela Zoric said: “We were lucky enough to be whisked away to Hayman Island on the 18th + 19th December 2010. Days by the pool, amazing buffet breakfast and to die for lunch and dinner!”

L-R: Angela Zoric, Florence Sandford, Margarita Peker, Kim McKay, Lisa Lewis



Liquid Ideas had “a cracker of a Chrissie party, beginning with a boardroom feast of dishes from each of our childhood's, a four hour cruise on Sydney Harbour, and then ending at the Golden Sheaf pub in Double Bay!”



ZING PR: Zing celebrated with a degustation lunch at Astral.



Marketing Elements celebrate with clients and staff with a theme of “15 minutes of fame” to tie in with their 15th anniversary celebration.



Professional Public Relations (PPR) Perth held its annual Christmas party at the Burswood Entertainment Complex's Summer Marquee. The theme was "An Arabian Night", with clients, media and PPR staff encouraged to dress up in their best Arabian outfit. Guests enjoyed fabulous Eastern inspired refreshments and entertainment.

Left: Jamila Savoy and Solonge Said (both of PPR).

Middle: Roley Myers of PPR gets up close with a camel.

Right: Nicole Moody, Joni Edwards, Karen Oswald and Rachael McAdam of PPR



Communicate et al's Xmas Party was an Indian cooking class and lunch at The Spice Kitchen followed by drinks at Gallery on Waymouth in Adelaide, South Australia.



Nyssa Berryman, Director of **The Buzz PR** was eager to familiarise the team with one of their latest projects, Naisoso Island Residential Resort, which just happens to be in Fiji!

It didn't take much to convince the staff that Fiji was on the agenda for Christmas.

Flying in from the Melbourne office was Joanne Yim and from the Sunshine Coast office was Sarah Davies and Bonnie Dean. They joined Director, Nyssa Berryman who has been based in the Pacific Islands for a 3 day adventure covering Denarau and Naisoso Islands.

Joanne Yim, Melbourne office (front left)
Nyssa Berryman, Pacific Islands office (back left)
Sarah Davies, Sunshine Coast office (back right)
Bonnie Dean, Sunshine Coast office (front right)



Burson-Marsteller's Christmas Party at The Bathers' Pavillon in Balmoral

From left: Peri Muddle, Amy Cook, Ivana Tranchini & Chris Yee Loy



The **Polkadot PR** Team: Dionne, Abbie, Lisa, Beau, Suzi, Megs and Lorna wrapping up their cocktail skills ahead of the festive season at The Victoria Room, Paddington



Keep Left PR limbered up for a night out on the town with an afternoon workshop at the National Institute of Circus Arts where they played on the trapeze and aerial tissue, tried juggling and formed a human pyramid. Fortunately, no staff have since reconsidered their vocation and run away with the circus!

Photo (L to R) James Banham, Carrie Morgan, Carla Carafa, Gillian Yeap, Verity Lowe, Caroline Siler, Erin Girvan, Sally Locke, Marc Shortt, Jessie Oldfield, Tim Whittaker, Natalie Arnull and Sally Locke.



Fenton Communications Christmas party was held at the Albert Park Bowls Club with the team from Melbourne and Sydney offices played a few games of bowls, while having a few drinks and enjoying canapes then had lunch together at the clubhouse. That was followed by the obligatory Fenton KK (secret santa for our New Zealand staff) gift unwrapping.

Bowls club - Abbie O'Rourke (designer) Emily Lehmann (consultant) and Anita Chatfield (Receptionist and Admin Support).



Text 100 went to Slide Bar on Oxford St for their own burlesque day!

left to right: Meredith Gilkes, Rachel Vidaic, Niki Karlson, Katie Keenan, Michaela Zucker, Antonia Christie, Tamara Jawad, Anna Bray



JOB OF THE MONTH: PR Senior Account Director (Travel & Hospitality) – SYDNEY – \$100k+

Our client, an international consultancy requires a gun AD/SAD to help lead its developing travel and hospitality offer, on the back of recently acquired global and local account wins. You will bring insights and proven experience working within the travel, tourism and hospitality sector, and ideally have considerable experience within consultancy and leading teams.

You are creative and energetic, with strong strategic skills and willingness to roll your sleeves up and be on the front line as required. You pride yourself on your relationship skills and have significant experience in managing a diverse client portfolio. The successful candidate should have 6+ years experience within a PR agency environment and likely be an Account Director seeking to take the next step.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com or Tel: 03 9827 7277

W: www.capstone-careers.com

Where the truth lies...

life in a PR agency



The dark side of news





Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone is led by Jeremy Wrench, MPRIA, and guided by his 16 years of experience in international PR consulting and senior management. Capstone utilises decades of practical experience to successfully provide guidance to, search for, select and appoint high quality practitioners with first class clients.

SYDNEY ROLES

PR: Senior Account Director (Travel & Hospitality) – SYDNEY – \$100k+

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You are creative and energetic, with strong strategic skills and willingness to roll your sleeves up and be on the front line as required. You pride yourself on your relationship skills and have significant experience in managing a diverse client portfolio.

The successful candidate should have 6+ years experience within a PR agency environment and likely be an Account Director seeking to take the next step.

PR: Group Account Director (Consumer) – SYDNEY – \$130k+

This growing, exciting and high performing consultancy requires a gun GAD to help lead its highly regarded consumer practice team. You will bring insights and proven experience working with leading consumer, lifestyle and retail brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You are a proven relationship builder and have significant experience in managing a diverse client portfolio of major national and international brands.

The successful candidate will have at least 10 years experience within a PR agency environment and likely be a current Senior Account Director seeking a new challenge and open channel for progression or Group Director looking for a clear path into business management. An outstanding benefits package, high supportive team environment and stable, happy and impressive client portfolio await the successful applicant.

PR: Senior Account Manager (Corporate Affairs) – SYDNEY \$70 – \$85K+

This respected Australian owned consultancy requires a new SAM to join their highly regarded corporate & public affairs team. 4+ years consulting experience and proven track record with corporate and public affairs clients required. A genuinely exciting client portfolio, supportive, stable and friendly working environment await the successful applicant.

MELBOURNE ROLES

PR: Research and Communications Officer (Corporate) – MELBOURNE \$65k/\$80k+

This is a rare opportunity for an experienced communications officer to take a pivotal role within a highly regarded industry body. This is a newly created role, and is one which will see you working directly alongside the newly appointed Communications Manager, you will therefore have significant scope to create and define the communications agenda and will be required to be a trusted senior advisor to the business. You should have considerable communications management experience, proven ability to interpret and translate complex information and data as well as strong research skills. 3+ years experience required.

PR: Senior Counsel (Public Affairs) – MELBOURNE \$100K+

This Australian owned, Melbourne based consultancy requires a new Senior Counsel to join their highly regarded public affairs offer. 10+ years industry and/or consulting experience and proven expertise in stage and government relations and public affairs campaigns with a compelling track record of results, and considerable political nous is required. You will be a natural communicator and convey the gravitas required to gain the respect of clients and stakeholders at the most senior level. A genuinely exciting client portfolio, supportive, stable and friendly working environment await the successful applicant.

PR: Senior Account Manager / Account Director (Corporate) – MELBOURNE - \$Negk+.

Our client is one of Melbourne's most highly regarded and well established consultancies, with a reputation for providing industry leading counsel to clients and professional development of their people. This outstanding business requires a corporate specialist with proven results and experience, to facilitate significant recent and ongoing growth.

You should have significant business acumen, be highly competent in providing senior counsel to stakeholders at all levels, have a solid network of contacts in the industry, and pride yourself on your awareness of current affairs. You have a natural desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, sound issues and crisis management experience, as well as a calm approach and good sense of humour. You are a natural communicator and have proven ability to gain the confidence and respect of clients and associated stakeholders alike. A very high profile client portfolio and equally impressive consulting environment await the successful applicant as well as outstanding opportunity for future advancement.

PR: Account Director (Consumer) – MELBOURNE – \$90k+

This high performing, friendly and welcoming consultancy requires a gun AD to further support its high profile consumer practice offer. You will bring insights and proven experience working with leading brands particularly within the wellbeing, beauty and general lifestyle space. You should have natural creative flair and proven ability to lead and execute highly successful campaigns on behalf of your clients.

You should have particularly strong relationship management skills, and have an established and trusted network of influential local market contacts and have significant experience in managing a diverse client portfolio of high profile brands.

The successful candidate should have at least 6 years experience, ideally within a PR agency environment.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com or T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: www.capstone-careers.com

WELLINGTON'S



Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 14 years' experience working in specialist recruitment agencies for the Communications industry. Amanda's years in recruitment follow on from a successful career in advertising account management which included working at Mojo Advertising for many years both in Sydney and in Melbourne, which is where Amanda is originally from.

Wellington's Recruitment is a specialist recruitment agency and is focused on the permanent recruitment of middle to senior management in PR, Corporate Communications, Marketing Communications and Advertising both in an agency and client side environment.

Inhouse PR Manager - Consumer - \$100K-\$120K

Location: NSW

Top opportunity to go client side if you're currently a consumer PR AD working in an agency on blue chip consumer accounts. Or if you are currently in-house looking for a more dynamic and fast paced environment then look no further! Food & Bev./Retail/FMCG experience preferred. You would also need to drive but it's free parking!

You will enjoy being hands-on managing the external agencies as the key day to day contact. As you are customer focused you will enjoy liaising with the market intelligence and sales teams in order to identify opportunities for the end customer. The role affords a breadth of work including issues management, corporate comms., internal comms. and more!

Tertiary qualified ideally in PR or Marketing, you will have around 7+ years' experience in a consumer PR environment preferably including some FMCG/Retail. Alternatively if you have been working within a PR agency on consumer accounts this is the perfect opportunity to go client side. You will be a team player possessing impressive negotiation and presentation skills. You will enjoy working with senior stakeholders within the business and have an ability to work across teams.

A strong career path is ahead of you if you take on this challenge and prove your ability! This top notch organisation also offers flexibility and is a big supporter of having a work/life balance! You can't beat that!

Public Relations – AM/SAM Consumer Healthcare/Nutrition | Up to \$80K

Location: NSW

- Mix of OTC/Nutrition/Health & Wellness
- Work Across Teams in Leading Agency!

A brilliant opportunity to join an inspiring healthcare team as a consumer healthcare AM/SAM in this established leading agency. You will love the breadth and variety this role affords and you will have the support of a small team to assist you in your mission so you don't get bogged down in the admin!

You will be the key contact for these challenging pieces of business which include some of the world's leading healthcare/nutrition/FMCG brands. This is no ordinary portfolio with a variety of projects on offer.

You will be tertiary qualified ideally with a minimum of 4+ years healthcare PR experience. Agency experience would be ideal with expertise working on some consumer/FMCG brands. New business skills and strategic ability will be well viewed. You will enjoy working with like-minded people who are driven, passionate, creative and collaborative!

This is a great role if you are looking to advance your career in a well run, friendly and relaxed agency that is happy to offer some flexibility and a work/life balance!

PR Account Director - Integrated Agency - B2B/B2C Mix - Online/Lifestyle Accounts | \$100K - \$120K

Location: NSW

Funky PR agency has a need for a PR AD (with some B2B PR experience) who is at the top of their game! You will drive a well known consumer online account with a large budget and a breadth of projects so variety is a given here! Other general consumer accounts also form part of the mix!

This top notch integrated agency offers a social, collegial and energetic work space to operate in and you will gain exposure to other areas in the marketing mix including advertising and digital. Team to manage of course and scope to progress too! 6+ years' agency experience required.

Consumer PR Account Directors - Melbourne Based! | \$100,000- \$120,000

Location: VIC

- Top Creative Melbourne PR Agencies
- Plenty of Scope to Progress!
- Make the Move to Magic Melbourne!

If you are keen to further your career with one of Melbourne's leading PR agencies then look no further as I have several top-notch AD positions that will give you the chance to work with creative and inspiring practitioners! So if you're in Sydney and looking for a change of scenery then perhaps a move to Magic Melbourne is on the cards for you!

Your dynamic and passionate disposition coupled with your ability to think laterally will be welcomed by these cutting-edge agencies. You will also have exceptional attention to detail and operate at the highest of standards.

Ideally you will be tertiary qualified with 6+ year's consumer PR experience whether gained inhouse or on the agency side. These agencies have a great approach to having a work/life balance so you get the best of both worlds!

Ideal for energetic and entrepreneurial practitioners who are looking to step up their career a notch without losing their life!

Public Relations - Team Leader - Consumer Tech./Digital! | Competitive Package!

Location: NSW

Enviably Mix of Accounts!
Relaxed & Innovative Culture
Large Team to Manage!

A brilliant opportunity to join one of the more relaxed and creative PR agencies in town! You will report to an inspiring MD and will have the support of a sizeable team to assist you in your mission of driving the Consumer Tech./Digital Practice.

You will be the key contact for these challenging pieces of business which include some of the world's leading consumer tech./digital brands. This is no ordinary portfolio with a variety of projects on offer which are challenging and issues rich.

You will be tertiary qualified ideally with around 8-10+ years Consumer/Consumer Tech. PR agency experience. New business skills and strategic ability are paramount. You will enjoy working in an environment that provides plenty of autonomy and scope to just get on with the job without being micro managed!

This is a great role if you feel you are being held back in your current structure and you're ready to prove yourself at a more senior level in a stimulating environment. Senior management opportunities beyond this role will exist for the right person!

PR SAD - Consumer/Experiential! | Circa \$130K-\$140K

Location: NSW

A brilliant opportunity to join a thriving cutting edge PR agency as the 2ic in the Consumer Team! You will report to a "go-getter" Group Director and will have the support of an experienced team!

You will be the strategic resource/counsel for these dynamic and challenging pieces of business which require a PR Practitioner with an ability to produce sound consumer PR/experiential campaigns taking into account the wider marketing mix! You will work closely with the Group Director and GM and take full responsibility for your accounts driving and growing the business whilst you work. New business pitching will also be an important aspect to this role so having a demonstrated track record in winning business is essential as is being a confident presenter. You will be tertiary qualified ideally with around 9+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed. You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

PR SAD/Team Leader - Digital/B2B/Government Focus | Circa \$130K+

Location: NSW

Popular creatively led PR agency requires dynamic SAD/Team Leader to manage two prestigious big budget accounts in the Digital/corp./B2B/Government space which means interesting and stimulating work! Team to manage and scope to progress as well! 9+ years' agency experience required. Relaxed and supportive culture in a bright and breezy office environment!

PR AM - Consumer Lifestyle/Experiential - \$65K-\$70K

Location: NSW

Excellent opportunity exists in award winning creative agency for a driven consumer AM to manage highly visible programmes in the Consumer Lifestyle/Entertainment space! Scope to progress once ability is proven. Juniors to manage as well! 3+ years' agency experience required.

PR Senior Consultants - Cons./Corp. | Circa \$55K

Location: NSW

Several opportunities exist within popular agencies on accounts which are mentally challenging, varied and sophisticated in their approach to PR! Degree & 2+ years' PR agency experience required.

Due to new business wins and organic growth with existing clients, several of the PR agencies I work with have a number of exciting opportunities in Sydney across the key sectors....consumer, corporate, healthcare and tech.

I've recruited in the PR area for over 15 years so I'd love to speak to you to discuss these exciting opportunities or simply to offer some career advice. So if you have two years + experience from working in a public relations agency or in-house do get in touch with me. Ideally you will be tertiary qualified in Communications, Public relations/Journalism or Marketing and be commercially savvy with impressive written and verbal communication skills. Being confident, intelligent and a go-getter will also help of course! Look forward to hearing from you!

Contact: Amanda Wellington

Phone: 02 9959 2488

Website: <http://www.wellingtons.net.au>

Email: careers@wellingtons.net.au

Salt & Shein

PR Agency Jobs

Please call Ike Levick on 0405 218 626 in confidence or email your application to ilevick@saltshein.com.au.

1. Group Account Director, B2B/brand

- Leverage your B2B tech/telco experience
- Manage and grow a great team
- Provide strategic client counsel
- Further establish a great brand in the AU market

Impressive trans-Tasman PR agency is seeking a GAD to take its Sydney office to the next level. Experience in B2B tech or telco brands is a must. Must have track record in winning and driving new business. *Immediate start.*

2. Client Services Director, Corporate/Consumer

- Provide senior client counsel
- Manage and lead the team
- Drive strategy

This award winning Australian strategic communication consultancy has a strong reputation in the corporate, consumer and government sectors and works with large organisations to achieve great results. If you are a Senior Account Director who wants to take your career to the next level, this could be the right opportunity for you. You must be passionate about making a difference to clients, the team and the community and have a strong ability to consult.

3. General Manager, Consumer/FMCG

- Manage all Account Directors
- Contribute towards new business
- Manage day-to-day business

This well established consumer PR agency is seeking a 2iC to help with the day-to-day running of the agency, as well as management reporting, managing the senior team members and providing strategic insight to a host of consumer and FMCG brands. The successful candidate must already be working in an Australian PR agency at SAD or GAD level. This is a great career opportunity for someone who wants to help run a growing consumer PR agency!

4. Senior Account Manager / Account Director, Financial Services

- Develop and implement creative, integrated communication campaigns
- Apply your strategic thinking
- Leverage strong account management, media and writing skills

This independently owned PR agency is seeking a new Senior Account Manager/Account Director to own and drive the relationships with one of its largest clients. The role will focus almost entirely on this large account, requiring strategic insights, strong media relations skills in Australia and excellent account management skills. The client works with the agency on multiple aspects of its business, keeping the day-to-day work diverse and challenging.

5. Junior Account Director, Corporate/Prof/Financial Services

- Work with great clients
- Be exposed to exceptional colleagues
- Manage a team

A great opportunity exists for someone who is ready to be promoted to AD level. Recent agency experience is essential, and the role involves working with corporate and financial services clients, including a banks, accountancy and legal firm. The successful candidate will be managing up to three people, be able to manage clients expertly and act as a trusted advisor at all times. New business development is not a priority at this stage. Strong client management skills and account management skills are essential. Your ability to multi-task is also important.

SENIOR ACCOUNT DIRECTOR

HEALTH PR

Brand New Solutions, a progressive boutique agency and leader in Preventative Health PR & Marketing Communications, is seeking a Senior Account Director to manage its elite retainer based clients in the health, medical and anti-ageing sectors.

This role will also be responsible for leading a highly driven team, overseeing successful PR & marketing campaigns, account profit optimisation and managing of relevant agency stakeholders.

Resulting from a series of recent new business wins for the agency, this newly created role is a perfect next step for strategic thinking and career focused Account Director who is ready for their next step. With increased responsibility and autonomy, the successful candidate will be self motivated and have the opportunity to work with some of the most elite and high profile names/brands in the medical and health industry.

The successful candidate will also have at least 8 – 10 years account management agency experience combining PR and Marketing expertise in the health/medical and anti-ageing sectors and a proven track record in managing and executing successful PR campaigns in this area.

Desired candidate will also possess:-

- Prior experience in leading a team (mentoring and collaborative style is a must)
- Interest and proven track record in working with digital media
- Strong commercial acumen and ability to manage profitable campaigns
- Ability to identify medium to long-term needs and opportunities for the business
- Competence in business development – both in account growth and new business
- Strong results orientation

In return, our Agency offers a competitive salary package including; base, car allowance and participation in discretionary annual performance bonus scheme, an achievement focused team and fantastic work-life balance.

Please email your resume in confidence to gfish@brandnewsolutions.com.au.

For further information about the agency please visit our website www.brandnewsolutions.com.au



Campaign and communications manager

YourLastRight.com is the national alliance of Australian state and territory Dying With Dignity and Voluntary Euthanasia groups. It aims to change the laws across Australia to legalise dying with dignity. The issue of voluntary euthanasia has worked its way onto the national agenda in 2010. Your role will be to keep it there in 2011, tap into the 85% community support and create change.

This is a demanding role for an **experienced campaigner** with a broad range of skills and a passion to play the lead communications role in a campaign aiming to fundamentally shift the way we live - and die. You'll be working directly with the chairman and CEO of YourLastRight.com

Key roles:

strategy: plan an ongoing national communications campaign to support lobbying and legislative initiatives. You'll need to do a lot more than follow instructions – you need to devise and deliver ideas that will cut through in a competitive, sometimes hostile environment.

media: gain media coverage, often at short notice, nationally. You'll need to be able to package stories, build media relationships and effectively pitch stories.

online communications: update the campaign website, Facebook, Twitter and produce a monthly eNewsletter.

facilitate the campaign: compare advertising options, source photography, write copy – whatever needs to be done.

You'll need to be politically savvy, tough and as driven as the national alliance that YourLastRight.com brings together.

This is a chance to play a major role in campaigning for a fundamental shift in Australian law.

This position is open to an individual or consultancy; starting early February and extending to the end of July, though for the right person we expect to extend the position into 2012. There is flexibility in the role which could form a client for a small agency or a more significant client for an individual consultant. Though demanding, the role constitutes less than a full time position. You'll need to work from your own office / home office.

www.yourlastright.com

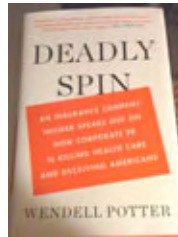
Please forward a brief cover letter and basic CV ASAP: Applications to brett@hootville.com. Queries to Brett de Hoedt of Hootville Communications – Tel: 03 9017 1062

Shortlisted candidates will be first interviewed by phone before second round face-to-face interviews in late January.

The PR Report's lucky draw prizes:

This month, our lucky draw prizes go to:

Jackie Smiles, Crossman Communications



Zach Kitschke, Wollongong City Council



Upcoming conference: New Media Summit 2011

22nd & 23rd March

Sydney, \$995 (+gst). Details: www.frocomm.com.au

Speakers: NAB, Weight Watchers, American Express, PeopleBrowsr, Klick Communications, News Corp Magazines... and many more

Have you got news for The PR Report?

Deadline: 10th of each month

Contact: Editor, Glen Frost: glen@theprreport.com

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